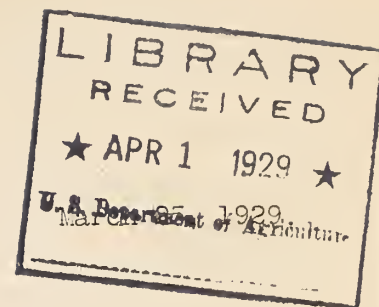


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THIS LOOKS GOOD

MARK TWAIN AND A CAMPAIGN

H. W. Hochbaum, Agriculturist, Eastern States

Mark Twain once said, "It takes 20 years to establish an idea." We do not know whether Mark Twain was 100 per cent correct, but we do know that a campaign of a few weeks' duration wins over only comparatively few people. A well-planned extension campaign keeps the main idea to be taught every month of the year for several years. A chain of circular letters, circulars, exhibits and displays, news articles, meetings, tours, local leaders, iterate and reiterate, hold the need and the solution before the farmer.

Records of well-outlined campaigns that have been carried on for three years or more in some of the Eastern States show a steadily increasing number of co-operators or farmers influenced each year. The report of the "Better Bull Campaign" conducted in 14 counties in Maine follows.

Year	:	Dairy bulls replaced by better bulls
1926-----	:	273
1927-----	:	289
1928-----	:	315
Total-----	:	817

The "Grow Healthy Chicks Campaign" in Connecticut likewise shows increasing numbers of farmers influenced and, what's more, increasing gains to the farmer in production, viz:

Year	: Number of chicks signed up to be:	Average egg production of
	: grown according to the eight-	pullets raised from these
	: point program.	chicks.
1926-----	1,038,637	147.93
1927-----	1,073,751	153.88
1928-----	1,226,608	161.45

Reports from alfalfa, better apples, wood-lot thinning, and other long-time campaigns show similar results. It may not take 20 years as Mark Twain said, but the county agent who looks around must see that people are slow in accepting fundamental changes. A campaign planned to keep the needed changes before the majority of the people--one which plays continually on the theme, "This is your need, your want; here is the solution," accelerates the adoption of the practices and increases the number of people influenced from year to year. You can beat Mark Twain's record but not by putting many new projects in the program each year.

Original distribution to all extension workers in the Eastern and Central States, directors and county agent supervisors in other States.

